

Central Hollywood Coalition
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood, CA. 90028
MINUTES
December 8, 2009
Board of Directors Meeting
AMPAS -- 1313 Vine St., Los Angeles, CA. 90028

Officers and Directors Present

Carol Massie, Vice President, McDonald's Restaurants
Ryan Harter, Vice President, CIM Group
Duke Gallagher, Secretary/Treasurer, The Production Group
Charles Eberly, The Eberly Company
Richard Falzone, Off Vine Restaurant
Brian Folb, Paramount Contractors
Lillian Kuo, Broadreach Capital
Father Michael Mandala, Blessed Sacrament Church
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Fred Rosenthal, Ametron
Travis Serpa, Urban Outfitters

Absent

Craig Donahue, President, The Donahue Group
Brent Gaulke, Gerding Edlen
Patrick Russell, The Robert Green Company
Dirk Degraeve, President Emeritus, Paramount Contractors

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Katie Zandona, Hollywood Property Owners Alliance
Steve Seyler, Andrews International

Guests

Jeffrey Hunt, Cal Tax Group

1. Call to Order

The meeting was called to order by Board Vice President Ryan Harter at 4:13 p.m.

2. Public Comment

Jeffrey Hunt distributed to the board information on tax incentive programs, and encouraged them to contact him with any questions.

3. Approval of Board Minutes

It was moved by Duke Gallagher, seconded by Fred Rosenthal and carried to approve the minutes from the Board's November 10, 2009 meeting. Unanimously approved.

4. Treasurer's Report

A. Review and Approve Treasurers Report: Duke Gallagher reviewed the financials with the board through the end of 2009. Gallagher reported that roll-over from this year may be slightly higher than the board had originally expected.

It was moved by Carol Massie, seconded by Brian Folb and CARRIED to approve the Treasurer's Report from November 30, 2009. Unanimously approved.

5. Committee and Program Reports

A. Marketing Committee

1. 2010 Pole Banner Campaign: Katie Zandona reviewed with the board the various options for a new pole banner campaign for the BID. Zandona had received quotes from the BID's existing vendor and another. Zandona said that funds for either of the options presented are currently available in the BID's marketing budget.

It was moved by Brian Folb, seconded by Michael Pogorzelski and CARRIED to approve the 100 double unit pole banner placement along Sunset Boulevard and Vine Street for a cost not to exceed \$21,000. Unanimously approved.

2. Fringe Festival: Zandona informed the board that the Fringe Festival would be coming to Hollywood next summer June 17 – June 27. The organizers are looking for venues to participate.

3. Places and Spaces Guide Update: Responses are continuing to come in from various venues in both the Hollywood BID and Sunset and Vine BID. Zandona informed the board that the HPOA currently has an intern who is working on compiling the responses.

4. Demographic Research Study: Zandona informed the board that the kick off meeting for the initiative will take place on Thursday, December 10, 2009 at the Taft Building.

B. Security Committee

1. November Update: Seyler reviewed activity in the BID over the last couple of weeks. Seyler informed the board that the Department of Mental Health had recently come out to assess some of the chronically homeless individuals in the BID. In addition to this Seyler and the officers have continued to work with outreach organizations like PATH within the BID.

2. Twitter Food Trucks: Travis Serpa informed the Board that the issue of gourmet food trucks is on the Security Committee's agenda, and is scheduled to be discussed at the next meeting. Serpa said the issue is a complicated one as the trucks are very hard for public agencies to regulate.

C. Streetscape Committee

1. Discussion Regarding Recommended Language for Farmers Market Provision in Community Plan: Sarah MacPherson showed the board the current language in the Draft Community Plan, regarding Farmer's Markets and their locations in the BID. MacPherson said the board should review the language and decide if they would like to come up with suggested changes for the CRA to consider before the plan is released.

2. Social Life of Small Urban Spaces Screening: MacPherson said she is working with LACE to secure a date for a second screening of the film. MacPherson said the screening would probably occur sometime in January.

3. MTA Call for Projects Grant: MacPherson informed the board that the CRA has been awarded an MTA grant to allow for improvements around a certain radius of the MTA red line stations. MacPherson said the potential area could include the stretch along Vine Street north of Sunset Boulevard.

C. Nominating Committee

1. Officer Slate Development: Father Mandala asked that board members please send him the names of any interested individuals who would like to serve as an officer on the CHC Board of Directors for the upcoming year. Officers will have to be elected by the board at their February annual meeting. The nominating committee will put together a slate of officers prior to the meeting for the board to vote on. Morrison informed the board that Duke Gallagher will become a non-voting honorary member at the end of his term.

6. New Business

A. Discussion Regarding Impact of Hollywood Christmas Parade and Board Position for Debrief Meeting: Morrison reported that a survey was recently sent out to business owners along the parade route in order to obtain feedback on the recent Christmas Parade. Morrison said she would share the results with the board after they become available. Board members who would be interested in taking part in a debrief meeting should contact Morrison to let her know.

7. Old Business

None

8. Report from Kerry Morrison

None

9. Next Meeting

The next meeting was scheduled for Tuesday, January 12, 2009 at 4 p.m at AMPAS (1313 Vine St., Los Angeles, CA. 90028).

10. Adjournment

There being no further business the meeting was adjourned by Board Vice President Ryan Harter at 5:45 p.m.